

## South Africa's National Career Advice Portal (NCAP)

### Introduction:

Provision of employment services is integral to creating access and a match in the labour market and digital channels especially contribute to enhancing the delivery of employment services. However, it is essential to offer an enhanced User Interface (UI) and User Experience (UX) to increase traffic to the portal and visitor retention. A portal that has a simple, decluttered landing page, focusses on the main components, entails efficient use of the real-estate can play a big role in enhancing UI and UX.

The National Career Advice Portal NCAP (<http://ncap.careerhelp.org.za/>), is an initiative of the Department of Higher Education and Training. It is a “database driven online self-help career information portal designed to facilitate informed career and study choices . ”

### Intervention:

The portal features options for searching for jobs, online interest-based assessments, higher education options, offers information on occupation and green skills etc. One major characteristic of the portal is that it has a simple and decluttered landing page, uses the real- estate efficiently by using the space only for the services offered. This contributes to an effective User Interface (UI) and User Experience (UX).

### Impact/ Learning:

Using similar format for the National Career Services Portal to offer enhanced UI and UX can increase the traffic to the portal, retain visitors, and increase the number of return visitors to the website

Source: *The National Career Advice Portal (NCAP) website, <http://ncap.careerhelp.org.za/>*